Linked to Influence

Companion Workbook for *Linked to Influence* Book by Stephanie Sammons

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Chapter 1 - RULE #1 - Power Up Your Profile (with Precision)

Professionally personalize your LinkedIn profile

Three **personality** traits that I have are:
1.
2.
3.

This is what I am **passionate** about regarding the work that I do:

My unique **perspective** regarding my work that differentiates me is:

My LinkedIn profile headline summary statement should include…

The people I serve (be specific):

_____
_____
_____

What I do for the people I serve and/or what I'm known for:

_____
_____
_____

A personal tidbit about me that can create a human connection:

_____
_____
_____

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3 relevant keywords that I can incorporate into my LinkedIn profile:

-
-
-

Questions to Answer in Your LinkedIn Profile Summary:

Who are you?
Who specifically do you help?
What do you help them solve or achieve?
Why is it important for them to solve (the problem) or achieve the goal?
Why are you passionate about helping them? (your story and why you do what you do)
Have you helped others like them and how?
Do you have a credible designation, accolade, or accomplishment you could mention to reinforce your credibility?
Where do you want them to learn more about you? (i.e. website link)
How do you enjoy spending your time outside of work?

Don't forget to weave in your personality, passion, and perspective!

Checklist for a Complete LinkedIn Profile:

- ☐ Professional profile picture
- ☐ Current work experience
- ☐ Prior work experience
- ☐ Website links and custom link descriptions
- ☐ Customized profile URL
- ☐ Skills selected for endorsements
- ☐ Specific contact information
- ☐ Full Profile Summary
- ☐ Publications (articles, guides, or books you've written)
- ☐ Projects (if applicable)
- ☐ Interests (separate with commas)
- ☐ Add Rich Media (video, presentations, etc.)
- ☐ Volunteer work, awards and certifications, associations, causes
- ☐ Review profile settings and configure for maximum visibility
- ☐ Add Twitter account (optional)

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Chapter 2 - RULE #2 - Build a Smarter Network

My Unique Market Opportunities for Connecting with Relevant People:

1)Location - where I live and work

2)Organizations and Associations I belong to

3)Natural affinity groups

4)Past and current work industries

5)Schools attended

6)Existing and potential referral sources

7)Hobbies and interests

8)Charitable and community involvement

9)Conferences or events I am attending in the next 12 months

10)Community or industry influencers, journalists, etc.

How to upload your existing contacts into LinkedIn:

https://help.linkedin.com/app/answers/detail/a_id/2909/~/creating-and-uploading-a-contacts-file

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Relevant companies to discover new potential connections:

My 1st degree connections who are well-connected:

My 1st degree client or customer connections who display their 1st degree connections on LinkedIn:

My other social networks to search for connections I can connect with on LinkedIn:

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Chapter 3 - RULE #3 - Grow Your Visibility Through Value

I will post _____ LinkedIn status updates each weekday.

I will post my status updates at these times:

AM -

PM -

I will engage with _____ LinkedIn status updates posted by my connections each weekday.

At least _____ of my weekly status updates will contain an @mention.

I will participate in a minimum of _____ group discussions each week.

<u>My sources for content to share through LinkedIn status updates</u>

(list news and industry-based blogs/websites, favorite blogs, LinkedIn Pulse influencers and categories, your own blog, etc.)

-
-
-
-
-
-
-
-
-
-

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Chapter 4 - RULE #4 - Network Smarter

1st degree connections that I can introduce together:

_____ and _____
_____ and _____
_____ and _____
_____ and _____
_____ and _____
_____ and _____
_____ and _____

People in my market or industry that I could develop strategic partnerships with:

1)
2)
3)
4)
5)

Important 1st degree connections I can activate the *Circle and Fill Method* with:

1)
2)
3)
4)
5)

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Chapter 5 - RULE #5 - Go One-to-One

<u>My top MVC's (Most Valuable Connections) on LinkedIn Are:</u>

1.
2.
3.
4.
5.
6.
7.
8.
9.
10.

Some ways that I can add value to my MVC's each month through messaging on LinkedIn include:

_____
_____
_____
_____
_____
_____
_____
_____

I can better segment my LinkedIn network using the following tags:

-
-
-
-
-
-
-

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People I would like to connect with on LinkedIn and can send InMails to build rapport include:

1.
2.
3.
4.
5.
6.
7.

LinkedIn connections I can move toward a phone call or in-person meeting are:

1.
2.
3.
4.
5.

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Chapter 6 - RULE #6 - Get LinkedIn to Groups

My top 5 groups that I will strive to participate in consistently are:

1.
2.
3.
4.
5.

<u>Relevant discussion questions I can ask within my top 5 groups:</u>

Group Name _____

Group Question _____

Group Name _____

Group Question _____

Group Name _____

Group Question _____

Group Name _____

Group Question _____

Group Name _____

Group Question _____

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❑ **I will send 15 free, one-to-one messages per month to relevant mutual group members I am not yet connected with to build rapport and connect.**

3 relevant LinkedIn Groups I could start that would be helpful to my business might include:

1)

2)

3)

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Chapter 7 - RULE #7 - Become a Thought Leader on LinkedIn

3 subject matter areas where I have expertise and experience are:

1)

2)

3)

10 Questions that are on the minds of my ideal clients/customers right now that I can write about include:

1)

2)

3)

4)

5)

6)

7)

8)

9)

10)

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What is my unique content voice in my market or industry that distinguishes me from my competitors?

3 compelling personal or client stories I could share and tie to my expertise in the form of a published LinkedIn article include:

1)

2)

3)

Universal ideas and topics that my ideal clients and customers care about that I can also write about on LinkedIn include:

-
-
-
-
-
-
-
-
-
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